MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DBS5624 – ELECTRONIC BUSINESS

(DIA STUDENTS ONLY)

12 MARCH 2020
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENT:

1. This question paper consists of 6 pages with 2 sections.
2. Attempt **ALL** questions in Section A and Section B.
3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (20 marks)

1. A business sells products that they do not stock, post or courier. Instead, after the order is placed, the company directs a third-party to pull the item from their warehouse and post it to the customer. This type of e-commerce is best described as _____.
   A. business to consumer
   B. consumer to consumer
   C. drop-shipping
   D. social commerce

2. Sellers, buyers, intermediaries, information systems and technology specialists, other employees, and any other participants are part of the electronic commerce framework known as _____.
   A. support services
   B. people
   C. business partnership
   D. marketing and advertising

3. Bong started an online business selling sports shoes. Addidas has agreed to advertise on Bong's business website. Both parties made an agreement that if Bong's customer click on the Addidas advertisement and made a purchase at the Addidas website, Addidas will pay Bong 2 percent of the cost of the product purchased. This revenue model is known as _____.
   A. sales revenue model
   B. transaction revenue model
   C. affiliate revenue model
   D. advertisement revenue model

4. Which of the following is the benefit of e-commerce to consumers?
   A. Lower cost of information processing, storage, and distribution.
   B. In social network, consumer can get reviews and recommendations.
   C. Facilitate domestic security.
   D. Allow people in rural areas and developing countries to use more services and purchase what they really like.

5. Expedia.com is an online travel agency with a website and mobile app that can be used to book airline tickets, hotel reservations, car rentals, cruise ships, and vacation packages. Expedia.com brings buyers and sellers online and it is an example of _____.
   A. front end
   B. back end
   C. intermediary
   D. agent

Continued...

6. Starbucks.com and Dell.com are owned, operated and sell from their websites by a single company. These examples are categorized as _____.
   A. public e-marketplaces
   B. private e-marketplaces
   C. microsites
   D. e-malls

7. Bid-based construction or supply contracts are auctions where there is one buyer and many potential sellers. This type of auction is known as _____.
   A. name-your-own-price model
   B. reverse auction
   C. forward auction
   D. double auction

8. Which of the following characteristics of goods that are **NOT** expected to sell well online?
   A. Commodities for which physical inspection is necessary.
   B. Products with brand name recognition.
   C. Relatively inexpensive items.
   D. Frequently purchased items.

9. Which of the following is **NOT** the characteristics of e-tailing?
   A. Face-to-face, stable contacts.
   B. Expand marketing communications to turn viewers into shoppers.
   C. More responsiveness to complaints due to potential negative publicity via social media platform.
   D. Easy to switch brands (less loyalty).

10. _____ describes marketing that takes place without physical stores. Direct marketers take order from consumers, frequently by passing traditional intermediaries.
   A. Click-and-mortar retailers
   B. Drop-Shipping
   C. Virtual e-tailers
   D. Direct marketing by mail-order companies

11. Which of the following is **NOT** considered as B2C social shopping?
   A. Direct sales by manufacturer.
   B. Flash deals.
   C. Online group buying.
   D. Private shopping clubs.

12. Meeting the high public demand for information represents the categories of e-government performance objectives related to _____.
   A. G2B
   B. G2C
   C. G2G
   D. G2E

Continued...

13. _____ is when governments buy large amounts of maintenance, repair, operations and other materials directly from suppliers.
    A. Government-to-government
    B. Government-to-business
    C. Government-to-consumer
    D. Government E-procurement

14. Many government agencies utilize online _____, a related aspect is quantity discount, where suppliers post prices that get lower as quantities of orders increase.
    A. auction
    B. group purchasing
    C. barter trading
    D. ordering

15. The main difference between mobile commerce and other electronic commerce attributes is _____.
    A. convenient
    B. ubiquity
    C. localization
    D. globalization

16. _____ is one of the benefit of mobile commerce to organization.
    A. Lowering of prices for competitive pricing
    B. Provides rich media entertainment anytime and anywhere
    C. Provides a choice of mobile devices for transactions
    D. Expedites banking and financial services

17. This ecosystem views billions of computing devices connected to the Internet. Most of the connections are wireless. This is referring to _____.
    A. IVR Systems
    B. Location-Based Services
    C. Internet of Things (IoT)
    D. Mobile portals and content providers

18. _____ is **NOT** the characteristics of social commerce.
    A. Company generated content
    B. Crowdsourcing problem solving
    C. Peer product review
    D. Mashups and system integration

19. The unofficial experts in certain domains that can provide positive or negative recommendations to advice seekers in social commerce is known as _____.
    A. connectors
    B. salespeople
    C. mavens
    D. seekers

Continued...

20. _____ are written by paid bloggers or domain expert.
    A. Customers rating and reviews
    B. Expert rating and reviews
    C. Bloggers reviews
    D. Sponsored reviews

(Total: 20 marks)

Continued...

SECTION B: Structured Questions (80 marks).

QUESTION 1

(a) Explain what is e-commerce. (2 marks)

(b) Explain what is e-business. (3 marks)

(c) Adam own a book store and recently he set up a store online, *adambooks.com* as a new strategy to improve sales. Customer can login to *adambooks.com* to order books online and they can choose to pick up the books at the book store after making payment or to be delivered to them.

Is *adambooks.com* a pure play, click and mortar or brick and mortar? Explain your answer. (3 marks)

(d) Explain what is pure electronic commerce and partial electronic commerce. (4 marks)

(e) List **THREE (3)** major capabilities that contribute to the growth of e-commerce. (3 marks)

(Total: 15 marks)

QUESTION 2

(a) State **THREE (3)** benefits of auction to sellers and **THREE (3)** benefits of auction to buyers. (6 marks)

(b) Describe **THREE (3)** limitations of E-Auctions. (6 marks)

(c) How blogs are being used in business? (1 mark)

(d) What are the difference between twitter and blog? (2 marks)

(Total: 15 marks)

Continued...

QUESTION 3

(a) Explain **THREE (3)** benefits of e-tailing to sellers and **THREE (3)** benefits of e-tailing to buyers. (6 marks)

(b) Describe **THREE (3)** models of distribution channel for e-tailing. (6 marks)

(c) List **THREE (3)** disadvantages of Drop-Shipping. (3 marks)

(Total: 15 marks)

QUESTION 4

(a) Explain **THREE (3)** disadvantages of e-learning. (6 marks)

(b) List **FOUR (4)** constraints of corporate e-learning. (4 marks)

(c) List **FIVE (5)** benefits of m-government. (5 marks)

(Total: 15 marks)

QUESTION 5

(a) Discuss **FIVE (5)** major attributes of m-commerce. (10 marks)

(Total: 10 marks)

QUESTION 6

(a) List **FIVE (5)** benefits of social commerce to customers. (5 marks)

(b) List **FIVE (5)** benefits of social commerce to retailers. (5 marks)

(Total: 10 marks)

End of Paper